

We Claim:

1. A self foaming composition comprising:
 - (I) a surfactant mixture comprising (a) at least one anionic surfactant; (b) at least one amphoteric surfactant; and (c) optionally at least one nonionic surfactant; and
 - (II) at least one self foaming agent;wherein the composition is in the form of a liquid crystalline structure and wherein the ratio of (a) to (b) to (c) is selected such that when the surfactant composition is mixed with the self foaming agent a gel consistency is obtained.
2. A self foaming composition according to claim 1, wherein the viscosity of the surfactant mixture prior to addition of the self foaming agent is less than about 9,500 cps.
3. A self foaming composition according to claim 2, wherein the viscosity of the composition after addition of the self foaming agent is at least about 20,000 cps.
4. A self foaming composition according to claim 1, wherein the concentration of the surfactant composition is at least about 10 %, based on the total weight of the composition.
5. A self foaming composition according to claim 1, wherein the at least one anionic surfactant is present at from about 2% to about 30%, based on the total weight of the composition.
6. A self foaming composition according to claim 5, wherein the at least one anionic surfactant is present at from about 5% to about 20%, based on the total weight of the composition.
7. A self foaming composition according to claim 1, wherein the at least one anionic surfactant is selected from alkyl sulfates; alkyl ether sulfates; alkyl monoglyceryl ether sulfates; alkyl monoglyceride sulfates; alkyl monoglyceride sulfonates; alkyl sulfonates; alkylaryl sulfonates; alkyl sulfosuccinates; alkyl ether sulfosuccinates; alkyl sulfosuccinamates; alkyl amidosulfosuccinates; alkyl carboxylates; alkyl amidoethercarboxylates; alkyl succinates; fatty acyl sarcosinates; fatty acyl amino acids; fatty acyl taurates; fatty alkyl sulfoacetates; alkyl phosphates; alkyl ether phosphates; and mixtures thereof.
8. A self foaming composition according to claim 1, wherein the at least one anionic surfactant includes sodium laureth sulfate.

9. A self foaming composition according to claim 1, wherein the at least one amphoteric surfactant is present at from about 2% to about 20%, based on the total weight of the composition.
- 5 10. A self foaming composition according to claim 9, wherein the at least one amphoteric surfactant is present at from about 3% to about 15%, based on the total weight of the composition.
- 10 11. A self foaming composition according to claim 1, wherein the at least one amphoteric surfactant is selected from amphocarboxylates, alkyl betaines, amidoalkyl betaines, amidoalkyl sultaines, amphophosphates, phosphobetaines, pyrophosphobetaines, carboxyalkyl alkyl polyamines, alkyl amino monoacetates, alkyl amino diacetates, and mixtures thereof.
- 15 12. A self foaming composition according to claim 11, wherein the at least one amphoteric surfactant include cocamidopropyl betaine.
- 20 13. A self foaming composition according to claim 1, wherein the surfactant mixture includes from about 1% to about 15% of at least one nonionic surfactant, based upon the total weight of the composition.
- 25 14. A self foaming composition according to claim 13, wherein the at least one nonionic surfactant is selected from polyoxyethylene derivatives of polyol esters, ethylene oxide/propylene oxide copolymers, (poly)glycerol esters, (poly)glycerol fatty acids, fatty acid alkanolamides, alkoxyated monoalkanolamides, alkoxyated dialkanolamides, aminoxides, ethoxylated fatty alcohols, ethoxylated fatty esters, ethoxylated glucosides, fatty gluconamides, and mixtures thereof.
- 30 15. A self foaming composition according to claim 13, wherein the at least one nonionic surfactant is selected from long chain alkyl glucosides or polyglucosides, which are the condensation products of (a) a long chain alcohol containing from about 6 to about 22 with (b) glucose or a glucose-containing polymer.
- 35 16. A self foaming composition according to claim 15, wherein the alkyl glucoside is selected from octyl glucoside, decyl glucoside, lauryl glucoside and mixtures thereof.
- 40 17. A self foaming composition according to claim 1, wherein the composition is free from ethoxylated fatty alcohols and ethoxylated fatty esters.

18. A self foaming composition according to claim 1, wherein the at least one self foaming agent is selected from pentane, isopentane, butane, isobutane, and mixtures thereof.
19. A self foaming composition according to claim 18, wherein the at least one self foaming agent comprises, based upon the total weight of self foaming agents, about 70% to about 90% isopentane and from about 10% to about 30% isobutane.
20. A self foaming composition according to claim 19, wherein the at least one self foaming agent comprising about 75% isopentane and about 25% isobutane, based upon the total weight of the self foaming agents.
21. A self foaming composition according to claim 1, wherein the at least one self foaming agent is present in the composition in an amount, based upon the total weight of the composition, of from about 4% to about 15%.
22. A self foaming composition according to claim 21, wherein the at least one self foaming agent is present in the composition in an amount, based upon the total weight of the composition, of from about 6% to about 12%.
23. A self foaming composition according to claim 1, having a pH in the range of from about 3 to about 9.
24. A self foaming composition according to claim 23, having a pH in the range of from about 4 to about 7.5.
25. A self foaming composition according to claim 1, wherein said composition is free from thickening agents or viscosity modifiers.
26. A self foaming composition according to claim 1, further comprising at least one conditioner.
27. A self foaming composition according to claim 26, wherein the at least one conditioner is selected from a cationic cellulose derivative; a cationic guar derivative; and derivatives and copolymers of diallyldimethylammonium chloride.
28. A self foaming composition according to claim 1, further comprising at least one skin conditioning agent.

29. A self foaming composition according to claim 28, wherein the at least one skin conditioning agent is selected from caprylic capric triglycerides, C₁₂-C₁₅ alcohol benzoates, isopropyl palmitate, and glycerine.
- 5 30. A self foaming composition according to claim 1 wherein the at least one anionic surfactant is sodium laureth sulfate, the at least one amphoteric surfactant is cocamidopropyl betaine and the at least one nonionic surfactant is decyl glucoside.
31. A self foaming composition according to claim 1, packaged in a barrier system.
- 10 32. A self foaming composition according to claim 31, wherein the barrier system is selected from a bag inside of a can or a piston system.
33. A self foaming composition according to claim 32, wherein the bag contains an outer polyester layer, a middle foil layer, and an inner polyethylene or polypropylene layer.
- 15 34. A process for making a self foaming composition, said process comprising the steps of (1) combining (a) at least one anionic surfactant; (b) at least one amphoteric surfactant; and (c) optionally at least one nonionic surfactant to form a surfactant mixture; (2) adding at least one self foaming agent to the surfactant mixture; wherein the composition is in the form of a liquid crystalline structure and wherein the ratio of (a) to (b) to (c) is selected such that when the surfactant composition is mixed with the self foaming agent the viscosity of the composition increases.
- 20 35. A process according to claim 34, wherein the viscosity of the surfactant mixture prior to addition of the self foaming agent is less than about 9,500 cps.
36. A process according to claim 35, wherein the viscosity of the composition after addition of the self foaming agent is at least about 20,000 cps.
- 30 37. A process according to claim 36, wherein the viscosity of the composition after addition of the self foaming agent ranges from at least about 20,000 cps to about 250,000 cps.
- 35 38. A process for cleansing the skin or hair of a mammal comprising applying to said skin or hair an effective amount of the self foaming composition according to claim 1.